



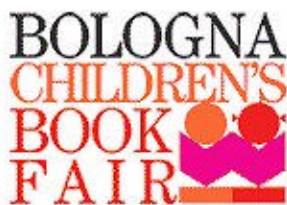
The U.S. PAVILION at the CHILDREN'S BOOK FAIR 2006

The U.S. Commercial Service of the Department of Commerce is pleased to announce its collaboration with the Association of Educational Publishers on the 2006 Global Learning Initiative (GLI) at the Bologna Children's Book Fair to be held in Bologna, Italy, March 27-30, 2006. We would like to encourage

U.S. companies in the educational publishing field—both print and multimedia-- to participate in this important opportunity to increase your international business.



Why Bologna?



The Bologna Children's Book Fair is the world's **largest event** for the children's publishing industry with 1,100 exhibitors from 63 countries. Last year, international trade visitors numbered 4,362.

The Fair's exhibitors and visitors are: publishers, booksellers, multimedia companies, TV/film production companies, printers and packagers, distributors, importers, agents, and associations.

They come to Bologna to: to buy and sell copyrights; make distribution, agency and sales deals; discover new illustrators; search for new products and content; and learn about the latest trends and developments in children's publishing.



What is the Global Learning Initiative (GLI)?

The **Association of Educational Publishers (AEP)** and the Fair organizer, Bolognafiere, and the **U.S. Commercial Service** have joined forces to create a special focus on educational publishing at the Fair through the **Global Learning Initiative (GLI)**. *Much more than a space within the Fair, the GLI is a program to bring together print and multimedia publishers of educational books, materials, software, and video from around the world. The initiative includes matchmaking appointments, workshops on doing business internationally, a speaker series, an awards program, networking receptions, market research materials, and more.*



The **U.S. Commercial Service** is proud to support this great and unique initiative and offers **U.S. companies** the chance to make the most of participation in the **GLI** by offering a **package of promotional and business facilitation services**. For information on signing up for participation in the **Global Learning Initiative** and reserving space within the U.S. exhibit visit the **AEP's website** at:

<http://www.edpress.org/gli/>

or contact: Joan Scavuzzo at email: **jscavuzzo@edpress.org**

The Role of the U.S. Commercial Service: Appointments Scheduling and More

For a fee of **\$475**, the **U.S. Commercial Service** will provide **U.S. exhibitors** with a **complete package of business facilitation and promotional services** including:

- extensive marketing of their presence at the exhibition,
- a personalized schedule of one-on-one appointments with potential partners,
- onsite assistance/counseling from Commercial Service staff for the duration of the Fair, shipping assistance, a pre-fair briefing.

In particular, the one-on-one appointments service provided by CS Florence is an important key to success at the Fair.



U.S. Commercial Service offices throughout Europe assist in carrying out an extensive promotional campaign starting two months prior to the show and reaching approximately **1,400 publishers, booksellers, multimedia companies, distributors, agents, and importers**. We also do individualized research to request appointments on your behalf based on your instructions. The result of these efforts is an **individualized schedule of appointments** with **potential business partners** for you in addition to increased traffic due to the maximum exposure our pre-fair promotional campaign has provided.

The Educational Publishing Market in Italy



While it should be said that the **Bologna Children's Book Fair** is much more of an international event than an Italian show (only 10 percent of exhibitors are from Italy), the Italian market offers some interesting opportunities for children's and educational publishers. The educational publishing market as a whole in Italy is not growing due to demographics. Today there are 4.9 million 5-13 year-olds in Italy while there were over 5 million four years ago. However, there is an

ever-increasing demand for more specialized materials over general texts and for materials translated from English. Translated materials make up over 50 percent of the children's publishing market. **These trends coupled with the reform of the Italian school system are creating some overall shifts in the educational market, which may result in some new market niches in the years to come.**

Two particular areas of opportunity for American educational publishers are in English Language learning and educational software. A recent reform of the education system in Italy will definitely make both of these areas priorities from elementary school on.

For more information about the business facilitation services of the U.S. Commercial Service contact:

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